

**relish**  
MEDIA KIT  
2022





# relish

READER PROFILE

2022




**RELISH** brings today's busy families into the kitchen with simple and delicious mealtime and entertaining solutions every month.

TARGET  
  
MOMS

SWEET SPOT  
  
WOMEN 25-54

TOTAL AUDIENCE **29 MILLION**

 **85%**

 **15%**



**67%**  
OWN A HOME



**63%**  
ATTENDED COLLEGE



**54%**  
EMPLOYED



**54%**  
MARRIED

JAN/FEB



## THE BOOST-YOUR-IMMUNITY ISSUE

SPACE CLOSE: 11/30/21  
MATERIAL CLOSE: 12/6/21

MARCH



## BREAKFAST ISSUE

SPACE CLOSE: 2/1/22  
MATERIAL CLOSE: 2/7/22

APRIL



## SPRING FLAVORS

SPACE CLOSE: 3/1/22  
MATERIAL CLOSE: 3/7/22

MAY



## MOTHER'S DAY

SPACE CLOSE: 3/29/22  
MATERIAL CLOSE: 4/4/22

JUNE



## SUMMER KICK-OFF

SPACE CLOSE: 5/3/22  
MATERIAL CLOSE: 5/9/22

JULY



## THE GRILLING ISSUE

SPACE CLOSE: 5/24/22  
MATERIAL CLOSE: 5/30/22

AUGUST



## THE BACK TO SCHOOL ISSUE

SPACE CLOSE: 6/28/22  
MATERIAL CLOSE: 7/4/22

SEPTEMBER



## THE BREAKFAST ISSUE II

SPACE CLOSE: 8/2/22  
MATERIAL CLOSE: 8/8/22

OCTOBER



## THE COMFORT FOOD ISSUE

SPACE CLOSE: 8/30/22  
MATERIAL CLOSE: 9/5/22

NOVEMBER



## TASTIEST THANKSGIVING YET

SPACE CLOSE: 10/4/22  
MATERIAL CLOSE: 10/10/22

DECEMBER



## THE HOLIDAY BAKING ISSUE

SPACE CLOSE: 11/1/22  
MATERIAL CLOSE: 11/7/22

## NEW IN 2022

**SECRET SAUCE:** Step up ordinary recipes with these sauce recipes using surprising MVP ingredients from your pantry and fridge.

**WEEKNIGHT PASSPORT:** Explore international flavors with easy, family-friendly meal ideas.

**THE GREEN COOK** (in *First Bite*): Explore products, recipes and strategies to make your home more eco-friendly and sustainable.

**ORDER UP!** (in *First Bite*): Discover the newest menu items at your favorite quick-service eateries and national restaurant chains.

## REGULAR FEATURES

**FIRST BITE:** Get the latest on new products on supermarket shelves, tools to save you time in the kitchen and information and trends to help make dinnertime easy and fun!

**RISE 'N SHINE:** Breakfast doesn't have to be boring with these clever twists on the first meal of the day.

**HEALTHY TABLE:** Lighter takes on family favorites and delicious ways to use healthy ingredients and foods.

**DEADLINE DINNER:** Family-friendly recipes that take 30 minutes or less.

**HOLIDAY:** Bring the family together around meals that mark special occasions.

**FAMILY STYLE:** Ideas for bringing the whole crew together—from games to play, fun themed nights, kid-friendly recipes, and more.

**3 WAYS WITH:** We show you 3 clever ways to use an ingredient or packaged food.

**REMIXED:** Recipes that give a twist to family favorite dishes and flavors.

**PARTY TIME:** Easy ways to mark celebrations - big and small!

**SWEET ENDINGS:** The perfect dessert for special occasions or any day you need something sweet.

**HOUSE & HOME:** Creative solutions for organizing, cleaning and decluttering, plus easy, on-trend decorating ideas.

**BUDGET BITES:** Tasty, easy meals that will feed a family of four for under \$10.

**MEALS MULTIPLIED:** Meal planning made easy, with one main recipe and multiple ways to use the leftovers throughout the week.

**PANTRY PARTY:** Maximize kitchen staples for faster, more flavorful meals.

**FREEZER PLEASER:** Frozen food items get a special spotlight with easy recipe ideas.

**RESTAURANT REDO:** Copycat recipes for at-home cravings.

**PET PARENTING:** Fun and useful info for devoted pet owners.



# relish

RATE CARD  
2022



EFFECTIVE: **JANUARY 2022**  
CIRCULATION: **9 MILLION**

UNIT	4C	B/W
FULL PAGE	\$435,500	\$370,150
M PAGE	\$359,300	\$305,400
1/2 PAGE	\$261,300	\$222,100
2/5 PAGE	\$228,300	\$194,000
3/10 PAGE*	\$171,500	\$145,800
1/4 PAGE*	\$142,600	\$121,200
COVER 2 OR 3	\$479,100	---
BACK COVER	\$522,700	---

National rate card #11 (Gross), effective January 2022. Rates subject to change with any publicly announced changes in circulation.

\*Units must run opposite FP or M page on the same spread.

## MAKE EVERY DAY POP!

### PARADE.COM/FOOD

Parade.com focuses on what's trending at the intersection of pop culture and lifestyle, while offering our curious, active and inspired audience empowering solutions that help make every day POP!

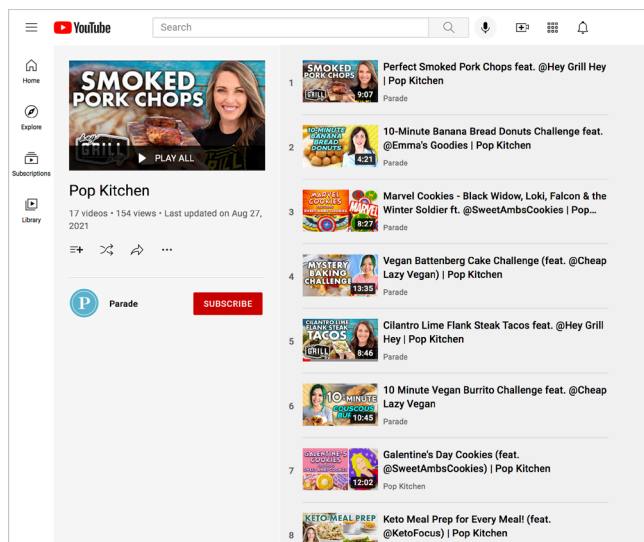
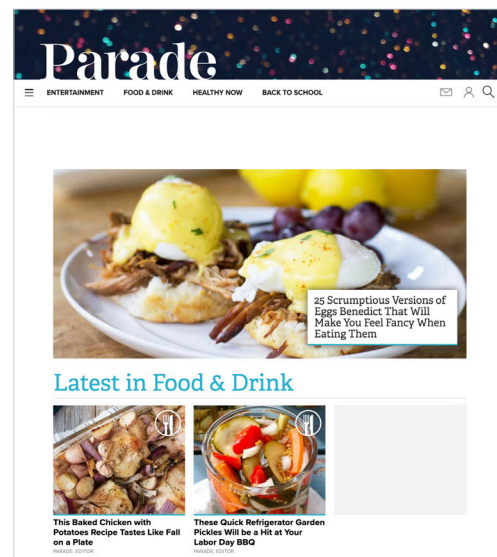
Our food channel features unique content, with influencer recipes and roundups, the latest food trends and celeb foodie interviews (and video!) to help our audience make all their meals POP.

### VIDEO SERIES:

KEEP IT SIMPLE, POP KITCHEN CHALLENGE, POP KITCHEN BETTER BBQ, POP COOKIES

### CONTENT:

- TikTok Inspired Recipes
- TV-Inspired Recipes
- Pop Kitchen Challenge
- Sustainability (i.e. Zero Waste, Food Storage, etc.)



### PARADE'S POP KITCHEN

Parade's channel showcases video content from a diverse group of YouTube's favorite food creators, leveraging their existing audiences to drive views and new subscribers to the channel, and driving them to Parade.com for exclusive extended content.

Including:

- Cheap Lazy Vegan - 779k Subscribers
- Hey Grill Hey - 134k Subscribers
- Emma's Goodies - 2.19M Subscribers
- SweetAmbs - 800k Subscribers

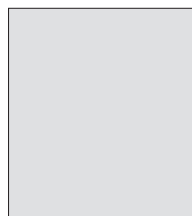
### KEEP IT SIMPLE

In this series, Chef Jon Ashton brings Parade.com's top performing recipes to life in his home kitchen!

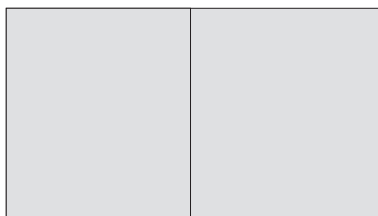


RELISH is a press delivered, non-bleed magazine.

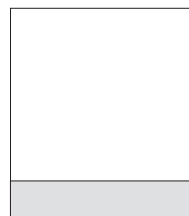
Trim size is 8.250 x 9.375 inches. The full "live area" is 8.000 x 9.125 inches. There is a .125-inch non-print area outside of the live area.



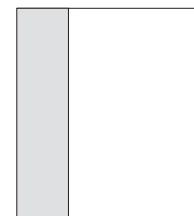
**FULL PAGE:**  
8.000 x 9.125



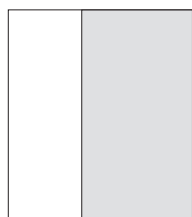
**FULL SPREAD:**  
16.250 x 9.125



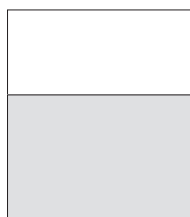
**1/5 STRIP HORIZONTAL:**  
8.000 x 1.625



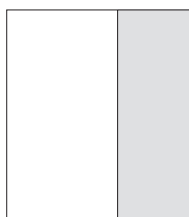
**\*3/10 VERTICAL:**  
2.250 x 9.125



**3/5 VERTICAL:**  
4.812 x 9.125



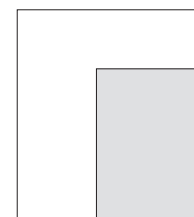
**3/5 HORIZONTAL:**  
8.000 x 5.437



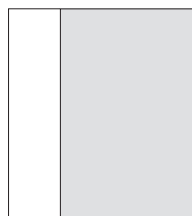
**2/5 VERTICAL:**  
3.187 x 9.125



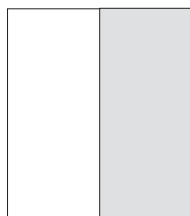
**2/5 HORIZONTAL:**  
8.000 x 3.687



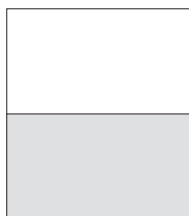
**DIGEST:**  
4.562 x 6.562



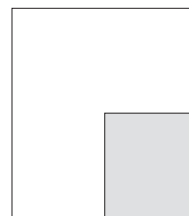
**MAGAZINE:**  
5.750 x 9.125



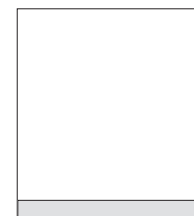
**1/2 VERTICAL:**  
4.000 x 9.125



**1/2 HORIZONTAL:**  
8.000 x 4.562



**\*1/4:**  
4.000 x 4.562



**FRONT COVER STRIP:**  
8.000 x .812



**1/2 HORIZONTAL SPREAD:**  
16.250 x 4.562

## POP-UP UNIT



**POP-UP FRONT/  
BACK COVER:**  
8.000 x 9.125



**POP-UP CENTER SPREAD:**  
16.250 x 9.125

## PRINTING PROCESS:

RELISH is printed using the rotogravure process.

## FILE SPECIFICATION

- PDF-x1a only
- No native applications accepted. We do not accept Post Script files, DCS or RGB images or True Type Fonts.

### Additional Specifications:

- Colors: CMYK (no pantone or spot color), black type should be 100K overprint (no 4/c or knockout)
- Platform: Mac or PC Proofing: 1 GAA/SWOP color accurate certified proof
- All digital files must conform to SWOP standards.
- All files must be clearly identified with corresponding proof to exact size, incorporating all final versions of color and type.
- Indicate publication name, issue date and advertiser name on file and proof. Digital files must be correct size with no extra image.
- All type must meet GAA/SWOP specifications for size & thickness.
- All reverse type must incorporate spreading in under-colors where applicable. Minimum recommended 8pt reverse type, no fine serifs.
- Maximum density is 320%
- Minimum ink density each printing color recommended: 5%
- Minimum line rule thickness required: .5pt overprinting, non-screened
- Minimum image resolution: 300 dpi

**Proof Requirements:** Advertiser understands that if a SWOP-certified color proof with color bars is not supplied, or if a color laser proof is supplied, then Parade Media cannot guarantee a color match to the supplied proof and we will print to the supplied file.

- Supply one (1) contract composite SWOP-certified proof for color.
- Proofs must be made from the supplied file.
- Proofs must be 100% of size.
- Proofs must be SWOP-certified.
- Color bars are required on all proofs.
- Proofs must indicate the proofing product or system used, prepress supplier contacts and information showing conformance to the Manufacturer's Application data.
- Ad should be proofed on Publication Grade Stock.
- For an up-to-date list of SWOP-approved color proofs, please visit: [www.swop.org](http://www.swop.org)

## AD MATERIAL POLICY

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Materials for all processes will be held for six-months, then destroyed, unless otherwise notified.

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  2. Choose publication: i.e. *Relish*
  3. Choose the issue: i.e. July 1, 2018

### Send Proofs to:

Parade Media  
2451 Atrium Way Suite 320  
Nashville, TN 37214  
Attn: Premedia

### Main Production Contact:

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212-478-1921  
[sbaldwin@amgparade.com](mailto:sbaldwin@amgparade.com)

## CUSTOM AD UNITS

Custom ad units include Dutch Doors, Cover Wraps, Pop-Ups, Business Reply Cards, and more. Contact a sales representative for more information and specifications.